

<i>SERFF Tracking Number:</i>	<i>UHLC-127164292</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>48750</i>
<i>Company Tracking Number:</i>	<i>TV282ST</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>ADVERTISING/TV282ST</i>		

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127164292 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48750

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: TV282ST State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton

Date Submitted: 05/12/2011

Disposition Date: 05/31/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: ADVERTISING

Project Number: TV282ST

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Group Market Type: Association

Filing Status Changed: 05/31/2011

State Status Changed: 05/31/2011

Created By: Michelle Ambach

Corresponding Filing Tracking Number: TV282ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Overall Rate Impact:

Deemer Date:

Submitted By: Tammy Frederick

This Invitation to Inquire is a Medicare Supplement Advertisement. Please note that the component number will appear in the bottom left hand corner of the first screen in the advertisement.

SERFF Tracking Number: UHLC-127164292 State: Arkansas
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Company Tracking Number: TV282ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/TV282ST

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
680 Blair Mill Rd. 215-902-8444 [Phone]
Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
185 Asylum Street Group Code: 707 Company Type: Life and Health
Hartford, CT 06103 Group Name: State ID Number:
(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: per comp, 1 comp
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	05/12/2011	47509086

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	05/31/2011	05/31/2011

SERFF Tracking Number: UHLC-127164292 *State:* Arkansas
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Disposition

Disposition Date: 05/31/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	TELEVISION SCRIPT	Filed-Closed	Yes

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TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
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Product Name: GROUP MEDICARE SUPPLEMENT

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Form Schedule

Lead Form Number: TV282ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 05/31/2011	TV282ST	Advertising	TELEVISION SCRIPT	Initial		45.000	TV282ST.pdf

VIDEO	AUDIO
<p>1. Open spot with graphic supers:</p> <p>SUPER: MEDICARE It doesn't cover everything</p> <p>SUPER: (hold throughout) Call for free guide [1-XXX-XXX-XXXX]</p> <p>(appears throughout spot) Toll-Free TTY 711</p> <p>Component Code: TV282ST</p> <p>2. Super 'MEDICARE' drops down over the words 'It doesn't cover'</p> <p>SUPER: everything</p> <p>3. The word 'EVERYTHING' moves forward and slides past the camera until the type is gone.</p>	<p>AVO:</p> <p>Medicare...</p> <p>AVO:</p> <p>It doesn't cover everything.</p> <p>AVO:</p> <p>And what it doesn't cover can cost you some money.</p>

VIDEO	AUDIO
<p>4. Grey bar drops down revealing AARP Medicare Supplement Plans (logo)</p> <p>Logo grows larger.</p> <p>LEGAL: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4)</p>	<p>AVO:</p> <p>That's why you should consider an AARP Medicare Supplement Insurance Plan insured by UnitedHealthcare Insurance Company.</p> <p>All Medicare Supplement plans can...</p>
<p>5. Previous scene is covered by grey bar emerging from bottom of screen with super.</p> <p>SUPER: Save Up To Thousands Of Dollars*</p> <p>LEGAL: *Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2010. http://www.medpac.gov/documents/Jun10DataBookEntireReport.pdf (4 Oct, 2010) p. 16.</p>	<p>AVO:</p> <p>...help pay some of what Medicare doesn't, so you could save up to thousands of dollars in out of pocket expenses.</p>

VIDEO	AUDIO
<p>6. Previous scene moves left revealing brochure with</p> <p>SUPER: Free Information Kit and Medicare Guide</p> <p>LEGAL: The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare Insurance Company pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and it's members. Neither AARP nor its affiliate is the insurer.</p>	<p>AVO:</p> <p>Call now for this free information kit and Medicare guide.</p> <p>If you're turning 65 or you're already on Medicare...</p>
<p>7. Previous scene rotates to reveal AARP Medicare Supplement Plans card. Card moves forward towards camera.</p> <p>LEGAL: The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare Insurance Company pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and it's members. Neither AARP nor its affiliate is the insurer.</p>	<p>AVO:</p> <p>...you should know about the only Medicare Supplement plans...</p>

VIDEO	AUDIO
8. Card wipes by screen.	AVO:
	...endorsed by AARP; see if one's right for you.
9. Previous scene wipes down.	AVO:
Revealing scene starting to pan over stethoscope.	All Medicare supplement plans let...
SUPER:	
All Medicare Supplement plans let you:	
LEGAL:	
This is a solicitation of insurance.	
An agent/producer may contact you.	
AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, producers, brokers, representatives or advisors.	
10. SUPER:	AVO:
Choose Any Doctor	...you choose any doctor...
11. SUPER:	AVO:
Choose Any Hospital	...or hospital, that accepts Medicare patients...
TV282ST	

VIDEO	AUDIO
<p>12. The line “Save Up To Thousands Of Dollars” fills the frame and slides past the camera.</p> <p>SUPER: Save Up To Thousands Of Dollars</p>	<p>AVO:</p> <p>...and can help you...</p>
<p>13. SUPER: Save Up To Thousands of Dollars</p> <p>LEGAL: Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.</p>	<p>AVO:</p> <p>...save up to thousands of dollars in out of pocket expenses.</p>
<p>14. Super fades up.</p> <p>SUPER: No Networks</p>	<p>AVO:</p> <p>Plus, there are no networks...</p>
<p>15. SUPER: No Referrals Needed</p>	<p>AVO:</p> <p>...no referrals needed to see a specialist...</p>
<p>16. SUPER: Virtually No Claim Forms</p>	<p>AVO:</p> <p>...and virtually no claim forms to fill out.</p> <p>How’s that for convenience?</p>

VIDEO	AUDIO
<p>17. Previous scene is pushed out to the left side with map outlining of United States.</p> <p>SUPER: Nationwide</p>	<p>And when you travel, your plan will travel with you – nationwide.</p>
<p>18. Previous scene drops down revealing brochure.</p> <p>SUPER: Free Information Kit and Medicare Guide</p> <p>LEGAL: In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>	<p>AVO: So call now for a free information kit and Medicare guide.</p>
<p>19. SUPER: Wide Range of AARP-Endorsed Plans</p>	<p>AVO: Choose from a wide range of plans to fit your specific needs and budget.</p>

VIDEO	AUDIO
20. SUPER: Competitive Prices	AVO: With prices that are competitive – thanks to the group rates available only to AARP members.
21. Previous scene rotates to reveal AARP Medicare Supplement Plan (logo)	AVO: If you're considering a Medicare supplement plan, you should take a look at the only ones endorsed by AARP...
22. Graphic, silhouetted people come up from bottom of frame LEGAL: www.uhcmedsupstats.com	AVO: ...these are plans millions have chosen...
23. AARP Medicare Supplement Plan (logo) rotates to reveal super. SUPER: RECOMMENDED BY 9 OUT OF 10 MEMBERS LEGAL: www.uhcmedsupstats.com 9 of the 10 raise their hands.	AVO: and even better, nine out of ten members would recommend their plan to a friend or family member. Why wait?

VIDEO	AUDIO
<p>24. The line 'Save Up To Thousands Of Dollars' fills frame and slides past camera.</p> <p>LEGAL: AARP doesn't make individual recommendations for health-related products, services, insurance or programs. You are encouraged to evaluate your needs and compare products.</p>	<p>AVO:</p> <p>Help protect yourself from some of what Medicare doesn't pay and...</p>
<p>25. Type reads 'Save Up To Thousands Of Dollars'.</p>	<p>AVO:</p> <p>...save up to thousands of dollars in out of pocket expenses with a Medicare supplement plan.</p>
<p>26. Grey bar drops down revealing AARP Medicare Supplement Plans (logo)</p> <p>Component Code: TV282ST</p> <p>TV282ST</p>	<p>AVO:</p> <p>Call now and learn more about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.</p>

VIDEO	AUDIO
<p data-bbox="94 520 617 588">27. Logo flips revealing brochure with super.</p> <p data-bbox="167 630 435 735">SUPER: Free Information Kit and Medicare Guide</p> <p data-bbox="167 777 644 919">LEGAL: This is a group Medicare supplement policy and you must be an AARP member to purchase this product.</p> <p data-bbox="167 961 417 1024">Component Code: TV282ST</p>	<p data-bbox="675 520 1494 919">AVO: Get this free information kit and Medicare Guide. You don't need to be an AARP member to call. Don't wait. Call now for free information about the additional coverage you may need.</p>